

ABSTRACT OF THE DISCLOSURE

10 Relates to a portable terminal, and particularly provides a terminal that achieves a reduction in unnecessary power consumption in an LCD display unit held in a mobile communication portable terminal. A power reducing apparatus for the portable terminal equipped with a display unit is structured by: a DC/DC converter for supplying power to the display unit; a frequency switching unit for selectively switching and supplying one of a plurality of switching clock frequencies to the DC/DC converter; and a display mode detecting unit for detecting that the display unit has been switched to a 15 predetermined low-power consumption mode, determining one of the plurality of switching clock frequencies according to power consumption reduced in the predetermined low-power consumption mode based on this detection, and instructing the frequency switching unit to execute this 20 selective switching.

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